

Table 17a

**Strategic importance of obtaining venture capital or other investor funding, by selected company characteristics and innovation status: 2001**

(Frequency)

Characteristic	Total	Importance			Nonresponse
		No or little	Moderate	Great	
All companies.....	72,400	40,800	19,800	10,500	1,400
IT.....	9,700	4,100	3,000	2,400	200
Manufacturing.....	3,000	1,500	900	600	S
Communication.....	1,600	500	500	600	S
Computer related services.....	5,100	2,100	1,600	1,200	S
Non-IT.....	62,700	36,700	16,800	8,100	1,200
Manufacturing.....	39,300	23,400	10,600	4,800	S
Transportation & public utilities.....	8,500	4,700	2,300	1,300	S
Finance, insurance & real estate.....	11,900	6,800	3,000	1,700	S
Engineering & AAB services.....	2,900	1,700	800	300	S
By revenue size					
\$2.5M to \$4.9M.....	26,500	14,800	6,900	4,300	S
\$5M to \$9.9M.....	17,800	10,000	4,800	2,700	S
\$10M to \$24.9M.....	16,100	9,600	4,600	1,700	S
\$25M to \$50M.....	6,000	3,300	1,400	1,100	S
Above \$50M.....	5,900	3,100	2,100	800	S
Innovators <sup>1</sup> .....	34,400	18,300	9,600	5,900	600
IT.....	7,000	2,800	2,200	1,900	S
Manufacturing.....	1,500	700	500	400	S
Communication.....	1,200	300	300	500	S
Computer related services.....	4,300	1,800	1,400	1,000	S
Non-IT.....	27,400	15,500	7,400	4,000	S
Manufacturing.....	15,300	8,800	4,000	S	S
Transportation & public utilities.....	3,700	1,900	1,100	600	S
Finance, insurance & real estate.....	6,900	3,800	1,900	900	S
Engineering & AAB services.....	1,500	900	400	200	S
By revenue size					
\$2.5M to \$4.9M.....	11,400	5,800	3,000	2,200	S
\$5M to \$9.9M.....	8,100	4,100	2,300	1,600	S
\$10M to \$24.9M.....	7,700	4,100	2,400	1,100	S
\$25M to \$50M.....	3,500	2,300	500	S	S
Above \$50M.....	3,700	2,000	1,400	400	S
Noninnovators <sup>1</sup> .....	37,000	21,900	10,000	4,500	700
IT.....	2,600	1,200	800	500	S
Manufacturing.....	1,500	800	400	S	S
Communication.....	400	100	100	S	S
Computer related services.....	800	S	S	S	S
Non-IT.....	34,300	20,600	9,100	4,000	S
Manufacturing.....	23,500	14,200	6,400	S	S
Transportation & public utilities.....	4,600	2,700	1,200	600	S
Finance, insurance & real estate.....	4,800	2,900	1,100	S	S
Engineering & AAB services.....	1,400	800	400	S	S
By revenue size					
\$2.5M to \$4.9M.....	14,400	8,600	3,700	2,000	S
\$5M to \$9.9M.....	9,500	5,800	2,500	1,000	S
\$10M to \$24.9M.....	8,400	5,400	2,200	S	S
\$25M to \$50M.....	2,500	1,000	S	S	S
Above \$50M.....	2,200	S	S	S	0

<sup>1</sup> Breakdowns by innovation exclude 32 cases, representing 1,100 companies, in which innovator status could not be determined. To be classified as an innovator, the company had to indicate that it had developed a product or process in the past 12 months or believed it would develop a product or process in the next 12 months as a result of IT-based innovation. The survey was conducted during the period July 2001–April 2002.

**KEY:** IT=information technology; AAB=accounting, auditing, bookkeeping; S=suppressed for reasons of reliability due to receiving less than 20 responses

**NOTES:** Responses are to question 4g: "On a scale of 1 to 10, where 1 is not at all important and 10 is extremely important, how important is obtaining venture capital or other investor funding for your company's growth strategy?" The category "No or little importance" represents a response of 1, 2, or 3 to this question. The category "Moderate importance" represents a response of 4, 5, 6, or 7 to this question. The category "Great importance" represents a response of 8, 9, or 10 to this question. Total nonresponse consists of item nonresponse and don't know responses.

IT is defined as the hardware and software that support the production or use of computer-based information systems, the infrastructure necessary to access such information systems, or data processing services. Companies are classified as IT or Non-IT based on their 4-digit SIC number. IT Manufacturing includes companies with SICs of 3571-3579, 3651, 3661-3679, 3695, 3823-3826. IT Communication includes companies with SICs of 4812-4822, 4832, 4833, 4841-4899. IT Computer related services includes companies with SICs of 7371-7379. Non-IT Manufacturing includes companies with SICs of 2011-3569, 3581-3648, 3652, 3691-3694, 3699-3822, 3827-3999. Non-IT Transportation & public utilities includes companies with SICs of 4011-4231, 4412-4789, 4911-4971. Non-IT Finance, insurance & real estate includes companies with SICs of 6011-6036, 6081-6153, 6159, 6162-6799. Non-IT Engineering & AAB services includes companies with SICs of 8711, 8721.

**SOURCE:** National Science Foundation, 2001 Information Technology Innovation Survey.